

Negative Journalistic Communication. A review

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ABSTRACT

Negative Journalistic Communication, published by Editura Academiei Romane, is a book about Conviction and Persuasion, a medium hermeneutical essay, as the author, Stefan Vladutescu professor at University of Craiova/Romania, asserts. The premise from which we start is that one that the human being is an accessible, permeable being to persuasion. Any influence occurs through communication. From the point of view of social influence, communication has two methods: convictive and persuasive. The convictive influence path is the demonstration path, of strong arguments, strict and rigorous reasoning path or logic applied. But human being is not entirely a rational being. Individuals communicate not just to make demonstrations. We communicate to share experience, to agreeing on values on certain actions. As form of persuasion detaches negative journalism, as opposed to positive journalism dominated by conviction. In his setting of ex-information, negative journalism imposes as a way of satisfying some economic commands, political or otherwise, in any case not before informational. With negative journalism media surrender persuasion.

Keywords: conviction; persuasion; communication, negative journalism; positive journalism

1. INTRODUCTION

Technological revolution “has brought” audio visual media, and the government disposes adjustment of the emission frequencies. In 1927, in USA, The Radio Act (broadcasting law) established by Radio Federal Commission declare that “the frequencies belongs everybody” as result of, “these can’t become the property of someone, so everybody has to benefit of offered advantages of these industries”. Joseph Pulitzer created at the beginning of XXth century, the first course of Journalism at Columbia University in New York. Pulitzer said: “Only a high ideal and scrupulous attention to act correct, only knowing exactly discussed issues and a sincerely conscience of moral responsibility can save the journalism of its commitment to business people interests and to assure selfish goals, opposed to the public good”. Thus, the dramatic experiences of humanity lived in the last century have led to the definition of principles on the idea of social responsibility of the journalist, principles materialized in professional codes of national and international character. The media as the fourth power in state, is seen in the literature as a “watchdog” of the society, a supporter of democracy. Power comes primarily from the fact that the media has access to an audience more numerous than can have any other public place (coffee shop, theater, cinema,

stadium, markets etc.). All other powers (which media supervise) want to communicate with this public, so they need the press. *Negative Journalistic Communication* is a complete dissertation of mass-media communication, it is a book in which conviction and persuasion will, at least programmatically and outside, convictive, compelling. Positive journalism and journalist relies decisively to convince, to transfer an internal conviction, to induce a convict. Instead, the negative journalist and journalism relies decisively to persuade, induce a foreign conviction, one that knows that it is not legitimated and interested promotes it. There is not negative the journalism that deny, but journalism which denies himself, becoming the tool of foreign interests of journalistic ethics of certainty (of conviction).

The book is structured on 11 chapters in which professor Vladutescu with a huge propensity and high level of intelligence approached subjects and themes belonging to journalistic communication from sociology, psychology, philosophy, hermeneutics, intelligent system, communication science, journalism. The subjects are detailed treated by the author citing a vast bibliography.

2. CONVICTION AND PERSUASION

In the first chapter professor Vladutescu presents that the premise from which is starting is that man is an accessible, permeable being to persuasion. Any influence occurs through communication. In view of social influence, communication has two methods: convictive and persuasive. The convictive influence path is the path demonstration, of strong arguments, the path of strict and rigorous reasoning or logic applied. But man is not entirely a rational being. Individuals communicate not just to make demonstrations. We communicate to share experience, to agreeing on values on certain actions. It communicates to share an experience, to put into accordance on certain values, on certain actions. It communicates to transmit knowledge, to make known impressions, to communization by consensus opinions, attitudes and behaviors. Demonstrations concern the necessities. Human life is not exhausted but necessary things. Being has emotions, feelings, passions, needs, desires that are not reasonably necessary even if the limit lies sometimes acute. The conviction path does not cover everything human. In the emotions and passions area chairs persuasion. The persuasive carryings on, although addressed reflex, are also the result of reflections. Based on this hypothesis, the present study concludes that persuasion is an approach with a specific operational technology. Persuasion delineates four basic operations: lying, myth, fiction and seduction. The author performs also a historical ingression for opinable, because “the opinion is not strange for us, the dream to not opinate is an exhausted dream” (Vladutescu, 2010, p. 44). So far, the author defines opinable, conviction, persuasion from the perspective of: Pascal, Lamy and Gilbert, Kant, Hegel, Ch. Perelman, J. Russ, V. Florescu, Ch. U. Larson, Joule-Beauvois, F. Deaver, L. Bellenger, iliescu, V. Tonoiu, C.Salavastru, C.F. Popescu, L. Roșca.

3. JOURNALISTIC PROCESS

The next tree chapters are dedicated to catagrafy the mechanisms of journalism process. The journalistic process involves: selection of documents and facts, checking them, making the plot, exposing information. On each of these levels, professor Vladutescu explains that there is a point of grafting that makes the information vulnerable to persuasion. Negative journalism is not monolithic, but procedural. It can penetrate on each of the four levels in an

orchestrated or individualized mode according to goals and objectives of that moment. Every time operations, actions and operations of persuasion attract two types of problems: to falsify documents and facts that are the subject of information or to invent them.

Under the pressure of negative journalism few remain connected to reality and truth. Of course, among them there are those who know the arsenal used in operations in pseudo-information, campaigns, parainformation, over-information or subinformation. From this perspective, negative journalism is emerging as a genuine attempt to balance of the public's psyche. The prime intent of this journalism appears being to deplete resources of autonomy and freedom of opinion and thought of the public. This intention is of destructive nature or even deteriorative. Another category of victims of negative journalism is "responsible citizen" who knows how to capitalize the power given by expressing their views, opinion, vote. This member of the "voters" is an offering of their good opinions about himself. He is such a gregarious spirit, subdued to desires and whims. The idea of cheating, one that rises persuasion affects fundamental function of social system: that of self-reflection and feedback. Ultimately, the victim is society, concluded professor Vladutescu. "The foundation of humanity lies in solidarity. Social cohesion strength comes from the original tendency of attachment and trust. It is inevitable to become a human being without going through the selection corridor of communion. The engine of social consistency is the influence. In relation to this social reproduction system are defines two inertia. Centrifugal inertia of the social system called alienation. This type of social connection covers the phenomenon of remaining outside of social influence circuits. Alienation is a debile force. Alienation network is weak and lacks of consolidation mechanisms . Alienation appears thus as a system failure, as a gripping of the social influence gearing. The centripetal inertia is focused in the concept of power. Operators of power are those who know and can sit in the control nodes of social influence. Any power is a power of influence". A large space is dedicated by author to define, present and explain the fundamental operations of the persuasion: lying, myth, fiction and seduction.

4. ACTIONS OF THE PERSUATION

From coordinating of some operations is reaching to actions. The main actions of persuasion are: influence intoxication, misinformation, propaganda and manipulation. When actions extend the scale and complexity they become operations or campaigns. If interventions of operation type and action type points primarily the target views, operations (campaigns) show Newsom, VanSlyke Turk and Krukenberg, "are usually built around the desire to establish, change or modify different behaviors." On these grounds, the author builds his next six chapters.

People tend to believe them independence, autonomous and resistant to influence, ignoring orientation, determination and obligation that some influences are active in their opinions, their attitudes and their behaviors and consider that their actions are result of some decisions taken outside of influences. "Few people, says S. Asch are aware of the historical circumstances responsible for their views". The author adds, "we would expand saying that few individuals understand influence and persuasive situations and are aware of convictive and persuasive contents of messages and even fewer are aware of the origin of some of their opinions, attitudes and behavior".

The state influences, media influences, the seller, the priest and teacher influence. The influence is everywhere, because man himself is an exponent of a certain influence. Culture

and civilization are lessons of influence, but exercises of influence are also antisocial behaviors, violence and crime. No need to fear than persuasive influence. We must fight against negative journalism appealing to influence. The first step to confute is to defend of him, and in this respect we have only a single solution. To defend ourselves we should to know it. Intoxication is a set of operations, an action, may become operation when the action is vested with extensive forces, means and effects. "Basic operation that presiding intoxication is the lie. This has as support, according to situation, both the seduction and the fiction and the myth. Action of intoxication consists of a set of informative measures aimed the influencing of a target by entering in the informational flow of this information to determine by influence vitiating of functional decisions". Favorite channel for implementing intoxication is the media. Specific to intoxication is its inferential articulation. The target produces its own intoxication. There are provided true information and false information.

From these conglomerates, the target builds a premise and a intoxicated conclusion that further promotes it. The author suggests also ways to avoid falling into the trap of intoxication: Detection of intoxication assault type can be achieved by analyzing the cross-media discourses of the source issue. As symptoms of intoxication should be considered, clarity of speech and reasoning flawlessly through which are processed information in excessive assured and reinforced in terms of legitimacy and credibility. "The operations of disinformative rhetoric based on lie consist of procedures that putting in discourse of facts is disinformative distorted. Deliberate alteration of disinformation is aroused by the power source. Intrusion of alternative techniques of disinformation is proved easily recognizable for who knows raw event". Propagation channels of disinformative messages can be of three types: national coverage, with selective coating and meetings, congresses, symposiums. Although unforgiving, disinformation is not completely inevitable. The disinformative persuasion system can be defused by a dissuade system. Taking into consideration that disinformation starts from a basic fact (act, action, event), the only salutary measure of its persuasive power is the basic fact retrieval in real terms and not in terms of disinformation.

As definition, "propaganda represents entirety of means, methods, procedures of producing and dissemination of certain messages that support and promote a doctrine, a program, a slogan or a symbol belonging to a theory, a concept, an organization aiming to persuade and gain followers". Propaganda is in fact a form of persuasion achieved by a social operator consisting in deliberate influence, enforceability and systematic of views of a significant group of individuals. Propaganda has been made since antiquity, starting with Demosthenes against Philip II of Macedon (father of Alexander). Action of propaganda, can be called also the discursive effort of Cicero having as object Catiline. The first theorist of propaganda is Nicolo Machiavelli, who in "The Prince" exposes some of the propaganda techniques: the stake on appearances ("you need to get the apparent, because people judge by appearances"), installation of beliefs ("to govern means to make people to believe") and keeping a good image".

Kantian morality had one of the goals the absolute refusal to turn man from goal in mean. From this perspective, the manipulation is profoundly anti-Kantian: manipulative constitutes the basic mean in achieving of a goal that it is not only unknown, but also foreign. Manipulator is the performing tool of a goal that does not belong it and that escape it. Manipulator does not achieve a manipulated interest, but a real interest. "We understand that manipulation is an altered form of communication, that is "close to" or uses persuasion, that is a "form of deception" and aims to create opinions and attitudes contrary to the interests of those manipulated " ... manipulation is an action in which operational-procedural technology

are registered operations like lie (deception is a form of lying), seduction, fiction and myth"- asserts the author.

In last decades, in the information age, manipulation takes special forms, manipulation by a hacker of flatterers of credit cards, financial data or other stored data on a broken server, may have alarming consequences. Information Technology brings satellites, cellular phones, satellite television, Internet and other means of communication exhibited to technical manipulation.

Within the interpersonal manipulation are mentioned three methods of manipulation often encountered: "foot in the door", "door in the face" and "low balling", that are found in the principle of reciprocity, that govern social relations, as Robert Cialdini defined them.

5. EXAMPLES OF OPERATIONS AND ACTIONS OF PERSUASION

In the last chapter, the author presents the famous cases of negative journalism communication covering the arsenal of the methods presented in this paper. Starting with "Trojan horse", "Operation Bosnia" for disinformation; "Case Tukacevski" for political lie, intoxication, disinformation; "The Gulf War" for propaganda; "Operation Carlotta" for manipulation; The two superpower during "Cool War" for manipulation; "The Bar Mirage" – journalistic operation. All of these examples reveal the efficiency of operations and actions of persuasion and how journalism can influence society, the author describing in detail the process and mechanisms of operations that influenced different parts involved in situation.

6. CONCLUSIONS

In this study, the author, on the part capitalized discursive and ideational an extensive bibliography and on the other side of the question he pointed based on it, to give a direct and purely character to scientific research and to put available to interested individuals a working instrument and training in conditions of ease, convenience and range of reading. - *quod erat demonstrandum*. "The overwhelming majority of research on a topic is done in absence of any consciousness of completeness of the reading and subject capitalization reference. An important part of what remains explicitly rejects the completeness according to the idea of satiety and of their enough brought by proper zetetic engagement, explorative. Remains that, in an era in which a theme is written increasingly longer, one who reads addresses on time without thought of remorse, only alleged "enough". Therefore, the tendency epistemological validated is to be original and complete. A risk resulting from this is shown to be, at least, to identify satisfied what many others earlier have discovered. Another is to block the coordinated development of investigation on the question. Crossing these inclinations and wanting beyond of them, the present study was intended to be exhaustive bibliographic. It keeps also lucidity on the practical difficulty of implicit completeness. However, leaves and returns to the idea that, in this short life, it is a greater good to miss than not we aim the completeness, concludes professor Vlăduțescu.

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